PROJECT NUMBER: 2100
PROJECT TITLE: New Product Innovations
PROJECT LEADER: C. J. Campbell
PERIOD COVERED: February, 1988

I. PROJECT HUMIDOR

A. **Objective**: Develop a moisture release device for use inside a cigarette pack which will maintain the Pack OV at the desired level.

B. **Status/Plans**: A Focus Group test was conducted February 2-4 in Arizona, New Mexico, and Colorado. The concept and samples were generally well received by most of the subjects and were perceived as providing a benefit to the customer.

A project update was presented to the N.Y. Marketing Group on Feb. 25 and direction was received to pursue this project with Engineering. Production equipment will be set up to produce this pack for further testing. We will also begin investigation on use with menthol and soft pack.

II. PROJECT YOUTH

A. **Objective**: Develop a means for maintaining fresh cigarette flavor in a hermetically sealed pack.

B. **Status/Plans**: Ageing of irradiated cigarette is complete. Cigarettes have been tested analytically and subjectively to determine the effectiveness of irradiation in controlling off flavor formation in a hermetically sealed pack. The results of these tests will now be summarized to determine future direction.

III. FLAVOR ENCAPSULATION

A. **Objective**: Develop the means to encapsulate flavors for use in new or improved products.

B. **Status/Plans**: Initial testing of a gelatin walled capsule containing peppermint flavor from Dodge was successfully completed. Additional environmental testing and use testing will determine if the gelatin material is acceptable instead of urea-formaldehyde. An acceptable adhesive will also need to be found.

IV. EMBOSSING CONCEPTS

A. **Objective**: Explore the potential advantages of embossing cigarette paper, tipping and plug wrap for both cost savings and aesthetic appeal.

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B. **Status/Plans**: Efforts to produce test cigarettes on a machine from embossed materials are continuing. Three samples of embossed cigarette wrapper were completed and will now be evaluated for weight savings and CO reduction. Bobbins of plugwrap embossed to several porosity levels were produced, but attempts to make them into cigarettes for evaluation have not been successful.

The initial test of an embossed spacer for Virginia Slims cartons is complete and results are promising. Further testing, including ship testing, will now follow.

V. TAMPER EVIDENT PACK

A. **Objective**: Develop potential packaging materials and processes for positively and obviously indicating an attempt to tamper with a pack.

B. **Status/Plans**: A proposal from a second consultant to develop ideas for constructing tamper evident packaging is now being considered.

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